

educational and informational children's programming is aired by many stations, we did not include that programming in any of the results to be discussed. Nor does this survey reflect the myriad of family programs aired by stations which contributes to stations' obligations in serving the child audiences.

Of the 937 commercial television stations with valid fax numbers receiving one of the two questionnaires, 559 responded with usable questionnaires, resulting in a response rate of 59.7%.<sup>5</sup>

## NATIONAL RESULTS

As discussed in the 1994 report, there had been a large increase in the amount of educational and informational children's programming between Fall 1990 and Fall 1993. In 1990, the average station aired slightly more than 2 hours (122.02 minutes) per week of regularly scheduled children's educational and informational programming. For the respondents of the 1994 survey, we reported the average amount of this programming increasing 81% to over 3-1/2 hours (220.80 minutes) per week.

As mentioned above, there were some concerns expressed about the response rate of the 1994 survey and the possibility of non-response bias.<sup>6</sup> We made concerted efforts to increase the response rate, and succeeded in achieving a nearly 60% response of the stations we contacted. For the larger group of stations (573 stations) for which we have Fall 1993 information, the average amount of educational and informational programming aired is over 3-3/4 hours (225.85 minutes). This level is actually 85.1% higher than the amount aired in Fall 1990. While there was a non-response bias in the previous survey, it was incorrect as to the direction of that bias. The non-responders to the earlier survey actually aired more educational and informational children's programming in Fall 1993 than the responders.<sup>7</sup>

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<sup>5</sup> A few of the responding stations were only able to provide 1994 programs because they were not on-air in Fall 1993 or for some other reason. In addition, a few of the previous survey respondents did not respond this time. Hence we can only use their 1993 numbers. Consequently, the 1993 results correspond to 573 station responses, and the 1994 results correspond to 559 station responses.

<sup>6</sup> In fact, the 1994 report included an Appendix comparing the respondent set with the entire universe of commercial television stations to evaluate the sample's representativeness. For both market size and affiliation distribution we found the respondent set to be very good. Our conclusion to that examination was,

*Given our knowledge of the programming data, this would serve to perhaps understate the amount of children's programming carried on the average station.*

1994 Report, Appendix 2.

<sup>7</sup> The previous survey's non-respondents aired 227.85 minutes of regularly scheduled educational and informational programming as compared to the previous survey respondents' average of 220.81 minutes.

The increase did not stop in Fall 1993 but continued through to Fall 1994. The average station aired over four hours (244.74 minutes) of regularly scheduled educational and information children's programming per week.

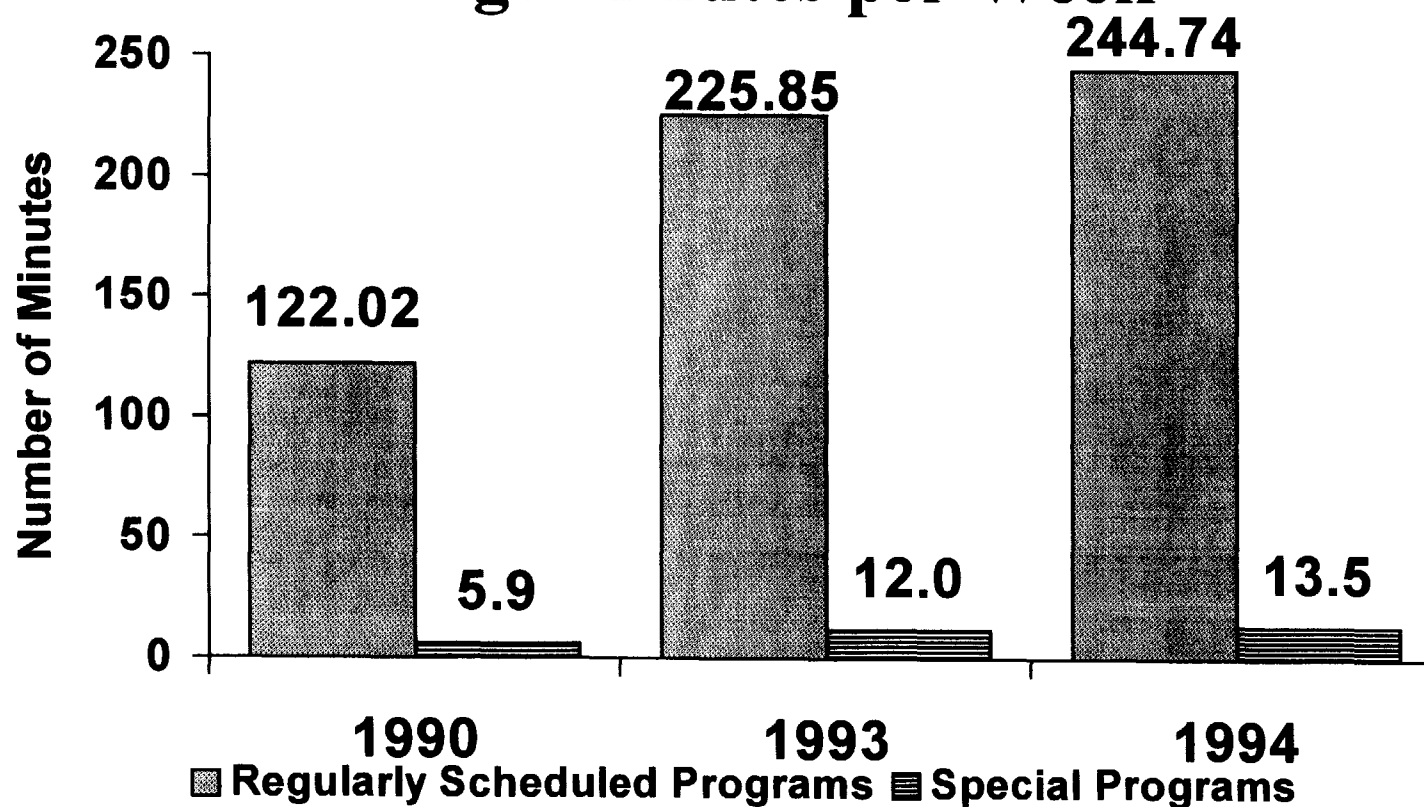
As for specials, the average station in Fall 1990 aired over one hour (76.79 minutes), translating to an average 5.90 minutes per week. That increased 103.4% by Fall 1994 with over 2-1/2 hours (156 minutes) translating to 12.0 minutes per week of special educational and informational programming.<sup>8</sup> The amount of specials continued to increase in Fall 1994 with nearly three hours (176.02 minutes) being aired translating to an average 13.54 minutes being aired per week.

Figure 1 on the following page shows these national results for both regularly scheduled programs and specials.

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<sup>8</sup> The amount of specials airing in Fall 1993 for the larger group of stations is also higher than the amount reported in the 1994 report (12.0 minutes per week compared to 11.0 minutes per week).

**Figure 1**  
**Children's Television Programming**  
**Average Minutes per Week**



Source: 1994 and 1995 NAB Children's Television Programming Surveys

## STATION TYPE

A substantial number of children's educational and informational programs originate with the various networks. In most cases, however, stations supplement that programming with educational and informational programming locally produced or purchased from national syndicators.

Figure 2 shows the amount of regularly scheduled educational and informational children's programming for responding stations affiliates with the four major television networks as well as independent stations. As shown, stations affiliated with all four networks and independents stations all noticeably increased the amount of regularly scheduled programs between Fall 1990 and Fall 1994.

Generally similar results for specials during these three time periods were also found. Figure 3 shows the average number of minutes per week of specials aired.

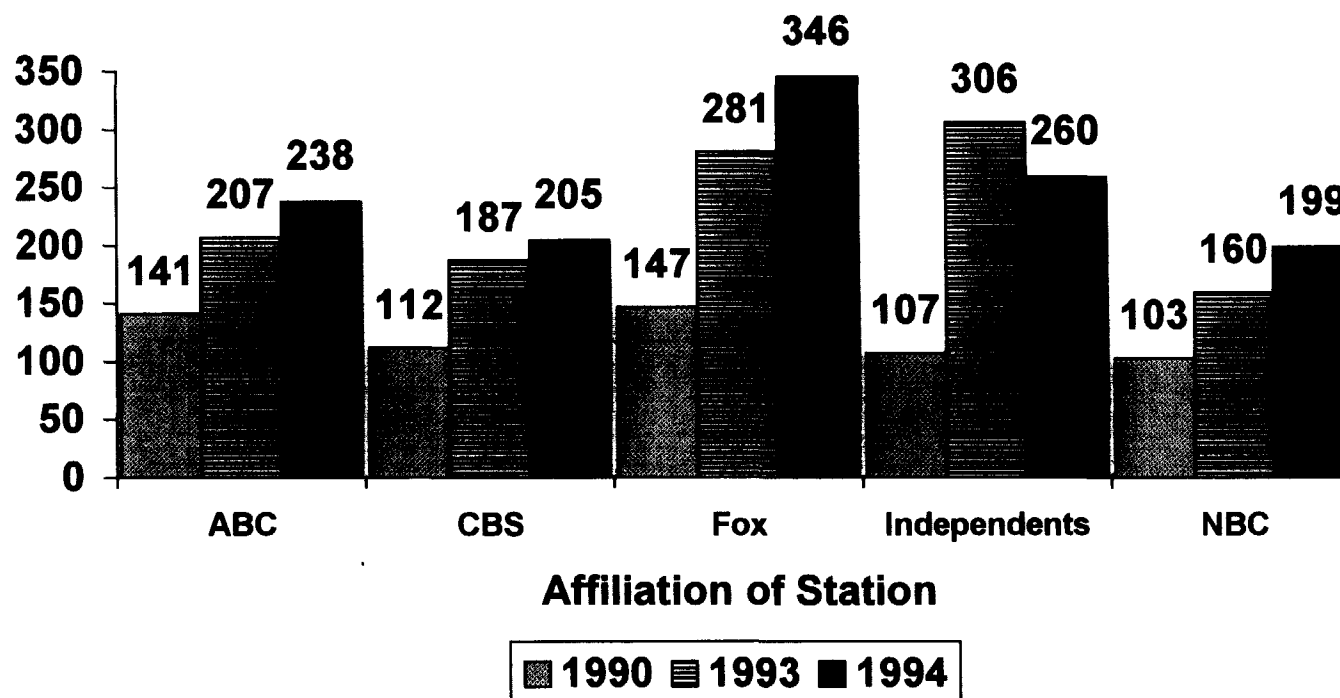
## MARKET SIZE

In order to provide more educational and informational children's programming, stations must make increased commitments, both in terms of their time and financial resources. Consequently, it may be difficult for some stations in smaller markets to provide as much as those stations in larger market. However, each station, regardless of market size, is required to provide such programming. The total amount of regularly scheduled series and special programming fitting the FCC's definition was examined for the average station in different market size groupings.

Stations in the top market size groupings (DMAs 1-25 and 26-50) air more educational and informational children's programming than stations in smaller markets. However, stations in all market sizes substantially increased the amount of this programming between Fall 1990 and Fall 1993, and showed further increases for Fall 1994. Figure 4 shows the results for the different market size groupings for regularly scheduled programming.

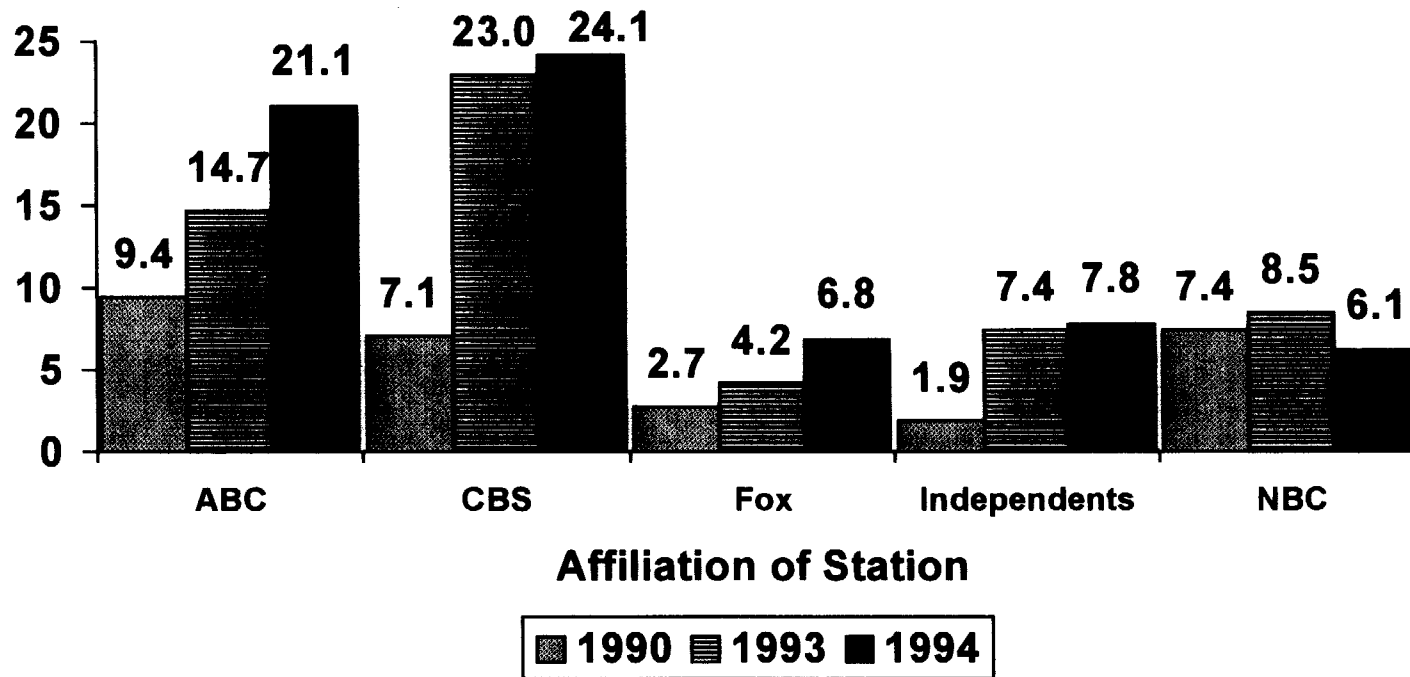
The results for special programming shows the same story, except that stations in the smallest markets aired more specials. Yet, stations in all market size groupings showed increases between Fall 1990 and Fall 1994, with the largest increases in the smallest markets. Figure 5 shows the results for the different market size groupings for special programming.

**Figure 2**  
**Children's Television Programming Regular Series:**  
**Average Minutes per Week**



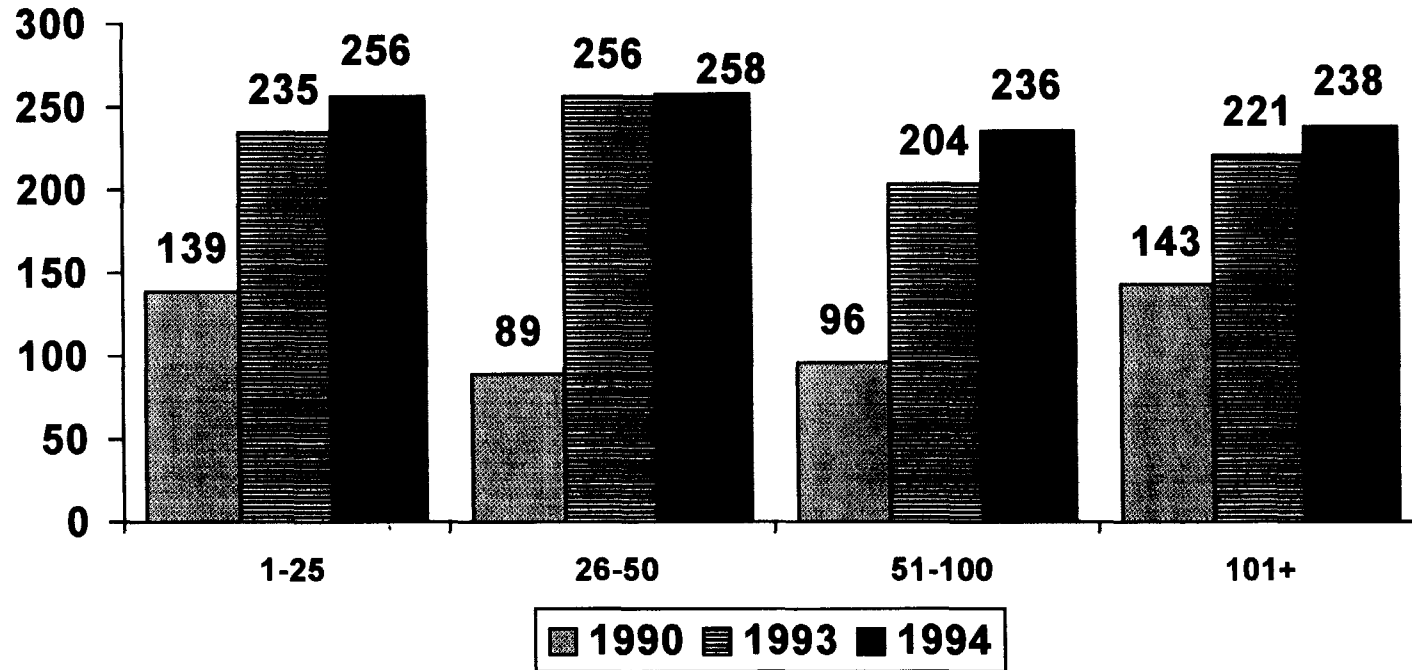
Source: 1994 and 1995 NAB Children's Television Programming Surveys

**Figure 3**  
**Children's Television Programming Specials:**  
**Average Minutes per Week**



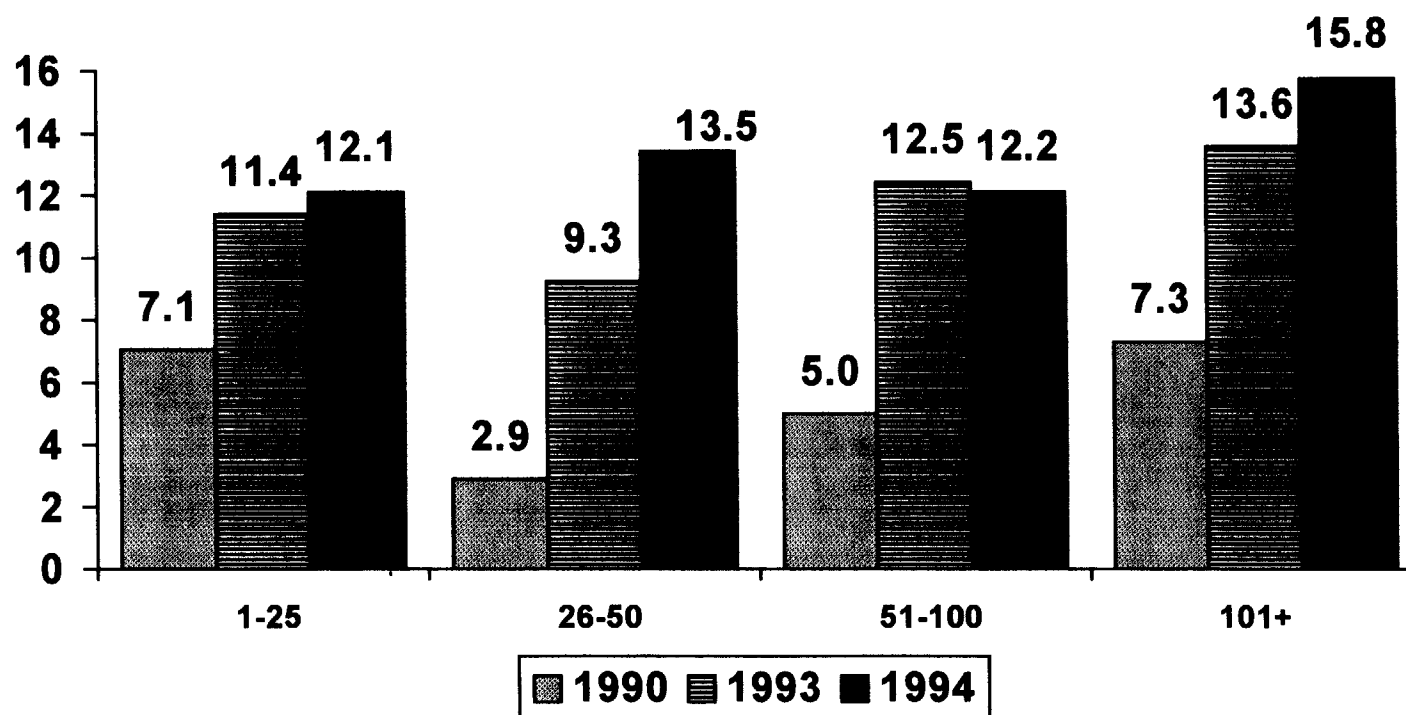
Source: 1994 and 1995 NAB Children's Television Programming Surveys

**Figure 4**  
**Children's Television Programming Regular Series:**  
**Average Minutes per Week by Market Size**



Source: 1994 and 1995 NAB Children's Television Programming Surveys

**Figure 5**  
**Children's Television Programming Specials:**  
**Average Minutes per Week by Market Size**



Source: 1994 and 1995 NAB Children's Television Programming Surveys



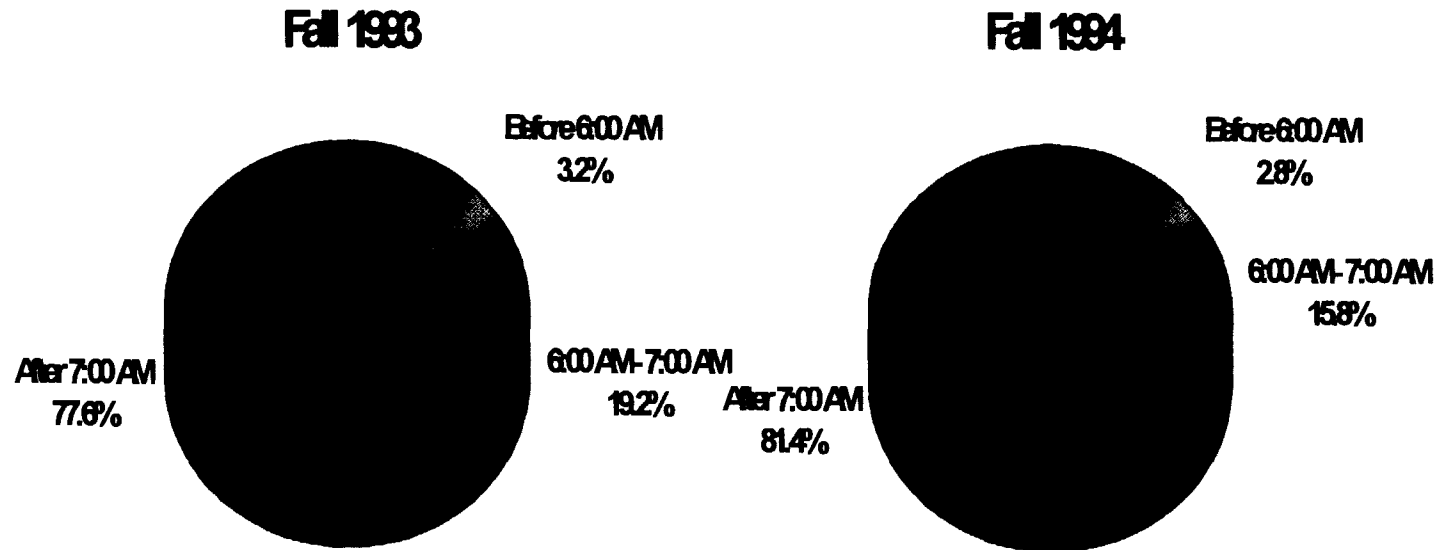
## STARTING TIME

While stations are airing educational and informational children's programming, some have argued that much of this programming is aired at times when children are not part of the viewing audience. To evaluate this argument we examined the reported starting times for the regularly scheduled programs for both Fall 1993 and Fall 1994. Nearly 97% of regularly scheduled educational and informational children's programming starts after 6:00 AM in both Fall 1993 and Fall 1994. Over three-quarters (77.6%) in Fall 1993 and over four-fifths (81.4%) in Fall 94 started after 7:00 AM. Nearly one fifth (19.2%) in Fall 1993 and less than one-sixth (15.8%) in Fall 94 started between 6:00 AM - 7:00 AM, a time where there are still substantial numbers of children in the audience.<sup>9</sup> Figure 6 shows the distribution of starting times for the two time periods.

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<sup>9</sup> According to the 4th Qtr. Nielsen NTI National Peoplemeter Results, there are between 1.4 and 2.4 million children (aged 2-11) in the audience between 6:00 AM - 7:00 AM, Monday - Friday, and between .5 and .9 million Saturday and Sunday.

Figure 6  
Starting Times for Regularly Scheduled  
Children's Television Programming



Source: 1995 NAB Children's Television Programming Survey

# **APPENDIX 1**



## CHILDREN'S TELEVISION PROGRAMMING SURVEY

May 1995

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***We need your help! Please respond by Friday, May 19, 1995.***

In response to recent FCC activity, NAB is collecting additional data from commercial television stations to help document the industry's response to the *Children's Television Act of 1990*. Your response to a similar data request last year was very helpful. We now need updated information concerning your activities in the fall of 1994.

Like last year's request, your individual station data will be kept **confidential** and NAB plans to submit a **summary of these data to the FCC for its upcoming comments on children's television**. To accomplish this, we need a list of the programming primarily produced for children 16 years old or younger which was aired on your station and which you deem to be "educational or informational." We are collecting data for fall 1994.

**Please complete these few questions and fax your responses back to us at: 202-775-2533 or 202-775-2980, no later than Friday, May 19, 1995.** If you would like to discuss the survey, please contact: Mark Fratrik, VP/Economist, NAB Research and Planning, 202-429-5377. Thank you.

**Definition:** For purposes of this survey, we are concerned only with programming which meets this definition, in your judgment:

*Programming originally produced and broadcast for an audience of children 16 years old and younger which serves their cognitive/intellectual or social/emotional needs.*

You should use exactly the same criteria you now apply in deciding which children's programming to list in your public file, and for renewal proceedings when documenting your children's informational and educational program offerings.

Please complete the chart on the next page for the period (October, November and December airdates) **Fall 1994** broadcasts of *children's educational and information programming*. You should include all sources (local, syndicated/barter, network).

Please make additional copies of the following page, if necessary.

Thank you.



## CHILDREN'S TELEVISION PROGRAMMING SURVEY

May 1995

Calls: \_\_\_\_\_ Person Completing Form: \_\_\_\_\_ Phone: \_\_\_\_\_

**STATION "EDUCATIONAL AND INFORMATIONAL PROGRAMMING DESIGNED  
PRIMARILY FOR CHILDREN 16 AND UNDER" BROADCAST IN  
FALL (October, November, December) 1994.**

TITLE	DAY & TIME	LENGTH (Minutes)	R=Regular Series S=Special

**Please fax your responses by Friday, May 19th to:**

**NAB Research and Planning  
202-775-2533 or 202-775-2980**



## CHILDREN'S TELEVISION PROGRAMMING SURVEY

May 1995

---

***We need your help! Please respond by Wednesday, May 24, 1995.***

In response to recent FCC activity, NAB is collecting key data from commercial television stations to help document the industry's response to the *Children's Television Act of 1990* and the FCC's *Report and Order* of April 1991 which implemented the specific rules. While your individual station data will be kept **confidential**, NAB plans to submit a **summary of these data to the FCC for its upcoming comments on children's television**. To accomplish this, we need a list of the programming primarily produced for children 16 years old or younger which was aired on your station and which you deem to be "educational or informational." We are collecting data only for fall 1993 and fall 1994.

**Please complete these few questions and fax your responses back to us at: 202-775-2533 or 775-2980, no later than Wednesday, May 24, 1995.** If you would like to discuss the survey, please contact: Mark Fratrik, VP/Economist, NAB Research and Planning, 202-429-5377. Thank you.

**Definition:** For purposes of this survey, we are concerned only with programming which meets this definition, in your judgment:

*Programming originally produced and broadcast for an audience of children 16 years old and younger which serves their cognitive/intellectual or social/emotional needs.*

You should use exactly the same criteria you now apply in deciding which children's programming to list in your public file, and for renewal proceedings when documenting your children's informational and educational program offerings.

Please complete the chart on the next page for the periods (October, November and December airdates) **Fall 1993 and Fall 1994** actual broadcasts of *children's educational and information programming*. You should include all sources (local, syndicated/barter, network).

Please make additional copies of the following page, if necessary.

Thank you.



## CHILDREN'S TELEVISION PROGRAMMING SURVEY

May 1995

Calls: \_\_\_\_\_ Person Completing Form: \_\_\_\_\_ Phone: \_\_\_\_\_

STATION "EDUCATIONAL AND INFORMATIONAL PROGRAMMING DESIGNED  
PRIMARILY FOR CHILDREN 16 AND UNDER" BROADCAST IN  
FALL (October, November, December) 1993 and 1994.

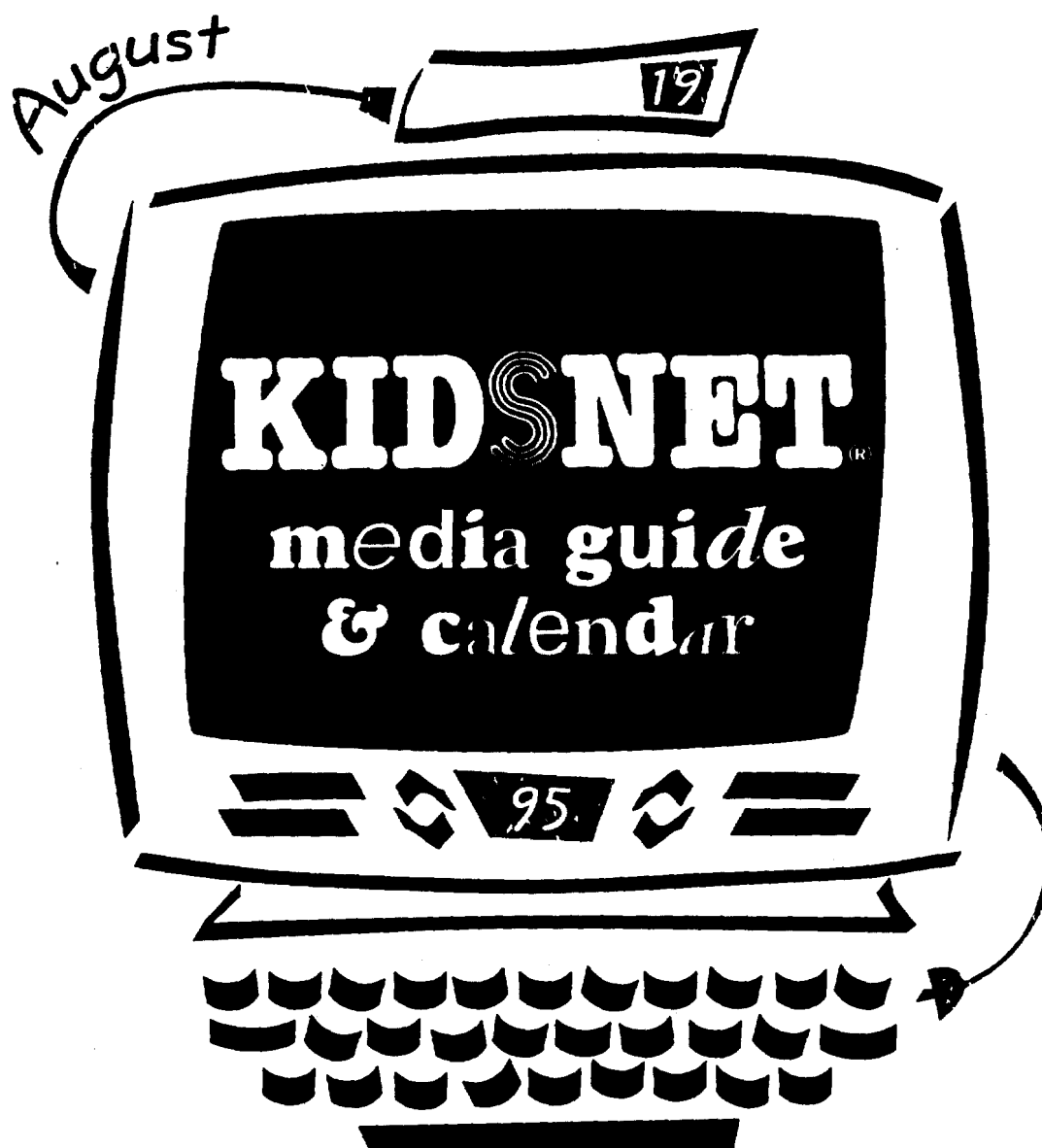
PERIOD (Fa 93, Fa 94)	TITLE	DAY & TIME	LENGTH (Minutes)	R=Regular Series S=Special

Please fax your responses by Wednesday, May 24th to:

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